



WJW
5800 S. Marginal Rd
Cleveland, OH 44103
(216)431-8888

www.Fox8.com

CONTRACT

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 573214 /		<u>Alt Order #</u>
<u>Product</u> Sept 6-Sept 10		
<u>Contract Dates</u> 09/07/12 - 09/10/12	<u>Estimate #</u> 2657	
<u>Advertiser</u> Mandel/R/US Senate		<u>Original Date / Revision</u> 09/06/12 / 09/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WJW	<u>Account Executive</u> John Zarlenga	<u>Sales Office</u> Cleveland
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	8	09/07/12	09/10/12	M-F 530a-6a	530a-6a		:15/:15			BK	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$450.00			
Week:		09/10/12	09/16/12	M-----				1	\$450.00			
N 2	8	09/07/12	09/07/12	M-F 6a-7a	6a-7a Rotator		:15/:15			BK	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$1,600.00			
N 3	8	09/07/12	09/07/12	M-F 9a-10a	9a-10a		:15/:15			BK	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$600.00			
N 4	8	09/07/12	09/07/12	M-F 12p-1p Noon News	12p-1p Noon News		:15/:15			BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$350.00			
N 5	8	09/07/12	09/07/12	M-F 5p-6p News	5p-6p News		:15/:15			BK	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$950.00			
N 6	8	09/10/12	09/10/12	M-F 6p-7p News	6p-7p News		:15/:15			BK	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,050.00			
N 7	8	09/07/12	09/07/12	Late News Rotator	10p-11p Rotator		:15/:15			BK	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$1,400.00			
N 8	8	09/09/12	09/09/12	Cleve Browns ESPN & Fox	Cleve Browns Garr		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$10,000.00			
N 9	8	09/07/12	09/09/12	M-Su 1a-2a LN Repeat Only	LN Repeat Only		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----FSS				2	\$75.00			
Totals											11	\$17,000.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/10/12	11	\$17,000.00	\$14,450.00
Totals	11	\$17,000.00	\$14,450.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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573214 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/07/12 - 09/10/12	Sept 6-Sept 10	2657

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel/R/US Senate	09/06/12 / 09/06/12

Signature: _____ **Date:** _____

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RECORD OF REQUEST FOR POLITICAL TIME
WJW FOX 8

Date: 6/6/12 Whitney Eversole
Request made by: Hogan Beran by phone ☒
in person ☐
On behalf of: Sosh Mendel (Committee name)
For candidacy or issue: Candidate (Candidate/Issue)

PRIMARY ELECTION
GENERAL ELECTION

☒

POLITICAL PARTY:

Democrat

Republican

Other

☒

Legally-Qualified Candidate

For the Office of: Senate

Information Requested: Rates & Ratings

Information Provided: Ratings & Rates

Time Requested: All Dayparts

Length of Broadcast	Hour	Days	Class of Time	Times per Week	Package or Rotation	Number of Weeks	Rate

Date of First Broadcast: _____ Date of Last Broadcast: _____

Total Charges: \$ _____

If not already on file, list chief executive officers(s) or members of the executive committee or board of directors of sponsoring organization, for candidate include treasurer of authorized campaign committee.

17045



STRATEGIC MEDIA PLACEMENT INC.

7669 STAGERS LOOP
DELAWARE, OH 43015

25-2-440

09/05/2012

PAY
TO THE
ORDER OF

WJW-TV

\$**14,450.00

Fourteen thousand four hundred fifty and 00/100***** DOLLARS

WJW-TV

Josh Mandel

AUTHORIZED SIGNATURE

MEMO

JOSH MANDEL 9/6/12-9/10/12

⑈00017045⑈ ⑆044000024⑆ 01892394091⑈

STRATEGIC MEDIA PLACEMENT INC.

09/05/2012

WJW-TV

17045

JOSH MANDEL 9/6/12-9/10/12

14,450.00

Orig # 573214

102 Huntington

JOSH MANDEL 9/6/12-9/10/12

14,450.00